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CONSUMER TIME

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Produced by Consumers' Counsel Division of the Department of Agriculture,
and presented in cooperation with Defense and Non-Defense Agencies
of the United States Government working for consumers.

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1. ANNOUNCER: This is CONSUMER TIME.
2. SOUND: CASH REGISTER - CLOSE DRAWER
3. NANCY: That's your money buying food.
4. SOUND: CASH REGISTER
5. CARL: That's your money paying for a home.
6. SOUND: CASH REGISTER
7. NANCY: That's your money buying clothes and the thousands
 of other things you need.
8. CARL: That's you . . paying for these things . . money
 out of your pockets.
9. SOUND: CASH REGISTER - CLOSE DRAWER
10. MILES: How can I do my laundering better?
11. FATHER: What is margarine?

12. ANNOUNCER: CONSUMER TIME today brings you the answers to these questions. This program is produced by your Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with Defense and Non-Defense Agencies of the United States Government working for consumers.

And here is Gordon Hubbel representing the Consumers' Counsel.

13. HUBBEL: Thank you, , and hello, everyone. We have lots of consumer information for you again today, and Mrs. Harry Miles, mother of our consumer family, is going to ask the questions you would ask if you here. Right, Mrs. Miles?

14. MILES: Right you are, Mr. Hubbel.

15. HUBBEL: And here are my two consumer reporters . . Nancy and Carl . . to answer all your questions.

16. MILES: Good . . and where shall we start?

17. NANCY: I guess I'm first today, Mrs. Miles.

18. MILES: And you're going to tell us about what, Nancy?

19. NANCY: I'm going to give you some hints about being a good laundress.

20. MILES: Anything you can tell me that will make my weekly wash job any easier will be okay by me.
21. NANCY: I'm going to try to be helpful.
22. MILES: That's what my husband Harry was trying to be the other night . .
23. NANCY: How do you mean?
24. MILES: It was just last Monday, and I had finished a specially big wash. I was awful tired, I guess. Anyway, when Harry said something (FADE) about the way we women did things . .

(PAUSE)

25. HARRY: You know, Mother, one of the reasons you get so blamed tired on Monday's is . .
26. MILES: Simply because I have such a big wash on Mondays.
27. HARRY: Now, Mother, don't be cross.
28. MILES: What were you going to say . . one of the reasons I get so tired is what?
29. HARRY: The way I look at it is this . . you don't use . . you know . . sort of engineering sense in this washing business . . if you'd only . .

30. MILES: Look here, Harry . . I'm tired, and I'm a little cross maybe, but I don't want to hear a lot of ideas about how I do my job . .

31. HARRY: I'm sorry, Mother, I was just trying to be helpful . .

32. MILES: I've been doing the laundry all right all these years, haven't I?

33. HARRY: Yes, but . .

34. MILES: You always have clean clothes to wear, don't you?

35. HARRY: Yes, but . .

36. MILES: Well, then . . I guess I don't need your advice .v.

37. HARRY: No
Now Mother . .

(PAUSE)

38. NANCY: Well, Mrs. Miles, did you ever learn what your husband was going to tell you about doing the laundry?

39. MILES: (SHEEPISHLY) I'll have to admit, Nancy, I didn't.
I was so ashamed of myself for acting the way I did.
And you know, he probably had some good ideas, too.

40. NANCY: I wouldn't be at all surprised.

41. MILES: I promised I'll listen to you, Nancy. I'm not all tired out now.

42. NANCY: All right. I'm not going to tell you how to do your laundry, but I do have a few tips that might help a little. We'll have some more another time.
43. MILES: Good.
44. NANCY: The first one is about the temperature of the water.
45. MILES: Well, how hot should it be, Nancy?
46. NANCY: According to the experts at one of the Agriculture Experiment Stations, the ideal temperature is a hundred and sixty degrees.
47. MILES: How can you tell without a thermometer?
48. NANCY: That temperature is just too hot to hold your hand in the water. That's the way to test it.
49. MILES: And that's the best temperature?
50. NANCY: Yes. Best for most washing. Silks and woolens, of course, should be washed in just lukewarm water, as you know.
51. MILES: Yes, I know that.
52. NANCY: Here's another tip. You have a washing machine?
53. MILES: Yes.
54. NANCY: Well, do you load it up pretty well?

55. MILES: Yes, I do. I usually put in a little more than the directions say . . . saves time, I think.
56. NANCY: That's the wrong thing to do, according to these experts. They say that if you put in just a little less than the directions, your clothes will get cleaner, and you'll save on electricity.
57. MILES: That's something new to me. Although, I have noticed that sometimes I have to wash the clothes a second time when I load up the machine too much.
58. NANCY: Try smaller loads the next time.
59. MILES: Two things, so far. The water should be just too hot to hold your hand in . . . and give the machine a light load.
60. NANCY: That's right.
61. MILES: What else, Nancy?
62. NANCY: You always hang your clothes outside, don't you?
63. MILES: Yes, unless it's raining. Right out in the sun.
64. NANCY: That's fine for white cottons and linens, because the sun helps to keep them white. But some of these experts discovered that sunlight can do serious damage to silk materials.

65. MILES: That sounds familiar, although I never paid much attention to it. A friend of mine always used to say that sunlight rots silk.
66. NANCY: Our experts don't say that, but they do say that sunlight weakens silk . . and also affects the color.
67. What do they recommend?
68. NANCY: They say . . never hang any silk . . and that includes silk stockings . . to dry in the sun. Second . . even colors that are supposed to be fast may be safer drying in the shade. And third . . better not choose silk for playsuits or bathing suits if they're going to be out in the sun a lot.
69. MILES: I see. The main thing, as far as I'm concerned, is not to hang silk dresses and stockings in the sun.
70. NANCY: That's it.
71. MILES: Any other tips, Nancy? I've learned three good things so far.
72. NANCY: One more, and that's all we'll have time for today. It's about starch.
73. MILES: Starch? That's fine.

74. NANCY: This is a recipe that's recommended by the experts in the Bureau of Home Economics for practically all fabrics you would want to starch.
75. MILES: How do you make it?
76. NANCY: Very simple, Mrs. Miles. You need two to six tablespoons of cornstarch and a third of a cup of cold water.
77. MILES: Two to six tablespoons of cornstarch and a third of a cup of cold water.
78. NANCY: A half teaspoon of lard, paraffin, or any white wax, and a quart of boiling water.
79. MILES: Let's see . . one-half teaspoon lard, paraffin, or any white wax, and a quart of boiling water.
80. NANCY: Right. That's 4 things: cornstarch, cold water, lard or wax, and boiling water. And this is how you mix them. First, mix the starch and part of the cold water, and stir the solution into the boiling water in the top of a double boiler.
82. MILES: Don't go too fast, Nancy. Mix the starch and part of the cold water . . and stir this solution into the boiling water in a double boiler.
83. NANCY: That's right.

84. MILES: What do you do with the cold water that's left?
85. NANCY: Use that to rinse out the rest of the starch that sticks to the cup.
86. MILES: I see.
87. NANCY: Then add the lard or the white wax to the boiling water and cook for fifteen to twenty minutes.
88. MILES: Add the lard or wax and cook for fifteen or twenty minutes.
89. NANCY: Then strain out all the lumps, and the starch is ready to use.
90. MILES: You use it hot, don't you?
91. NANCY: Oh, yes. The hotter it is, the more success you'll have.
92. MILES: How thick should the starch be?
93. NANCY: Use thick paste for heavy materials and thin paste for light fabrics. The thickness depends on how much cornstarch you use when you're making it. Remember, I said two to six tablespoons.
94. MILES: I see. And thanks, Nancy, for all these tips, I hope you have one of your little cards for us, with that recipe for starch on it.

95. NANCY: Yes, we do. It's free, and , our announcer, will tell you how to get a copy in just a few minutes.
96. MILES: Thank you, Nancy. And now, Carl, what consumer facts do you have for us today?
97. CARL: I'm going to tell you a little about MAR-jar-een . . MAR-gar-een . . MAR-jar-in . . MAR-gar-in . . you take your pick.
98. MILES: I always say MAR-jar-een . . if that's what you're talking about.
99. CARL: That's what I'm trying to talk about.
100. MILES: Okay. Let's agree and call it MAR_jar-een. That sounds more natural to me. You know, just the other morning, (FADE) I was out in the kitchen, mixing . .
- (PAUSE)
101. BARBARA: (A LITTLE OFF MIKE) Mother.
102. MILES: Yes, dear. Out here in the kitchen.
103. BARBARA: (ON MIKE) Oh, mother . . I wonder if . . what's that?
104. MILES: What?
105. BARBARA: That stuff you're mixing in the bowl?
106. MILES: Didn't you ever see it before?

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107. BARBARA: No, I don't think so.
108. MILES: Well, what's it look like?
109. BARBARA: Looks sorta like butter to me . . but why are you . .
110. MILES: It's something we're going to use instead of butter for a while.
111. BARBARA: Instead of butter? Why, what's the matter with butter?
112. MILES: Nothing's the matter with it, Honey . . only that it costs a lot of money for people like us who have to watch our pennies pretty closely. . .
113. BARBARA: But what is it, Mother?
114. MILES: Margarine.
115. BARBARA: Margarine? But did you make it yourself?
116. MILES: Oh, no, dear. I bought it at the store.
117. BARBARA: But what are you doing with it in the bowl?
118. MILES: Just mixing in the color, Barbara . . you see, you can buy uncolored margarine much cheaper and color it yourself.
119. BARBARA: That certainly is a new one on me, Mother.

120. MILES: And it's probably a new idea for lots of people, isn't it, Carl.
121. CARL: Yes, it is, Mrs. Miles . . many people are finding out that they can save quite a bit of money by using margarine instead of butter. It's quite a lot cheaper.
122. MILES: And that's mighty important right now, with the price of butter what it is.
123. CARL: Yes, some people who can't afford butter will find margarine will work pretty satisfactorily. Of course, there are people who prefer butter, but if they can't buy it, then margarine can be used.
124. MILES: Carl, just what is the difference between butter and margarine?
125. CARL: Of course you know that both butter and margarine are chiefly fat. As a matter of fact, by law or Government rules both margarine and butter must be at least eighty percent fat. Of course butter is made of butterfat . . the fat from cream.
126. MILES: Yes.
127. CARL: And margarine, according to the new standards just set up by the Food and Drug Administration, can be made from animal fat or oil, or vegetable fat or oil, or a combination of animal and vegetable fats.

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128. MILES: So the biggest part of both butter and margarine is fat.
129. CARL: Of course. And fats are important in your food because of the large number of calories . . you know, for fuel or energy.
130. MILES: Is there any difference between the fat in butter and fat in margarine?
131. CARL: How do you mean, difference? You mean is one fat more digestible than the other?
132. MILES: Yes, that for one thing.
133. CARL: Well, there's very little to choose on that score between the various kinds of pure fats . . they are all, more or less, equally digestible, and equally rich in fuel value.
134. MILES: What is the difference, then?
135. CARL: Of course, some people think there is a difference in flavor.
136. MILES: But I mean, is there a difference in other food values between butter and margarine?
137. CARL: That depends.
138. MILES: Depends on what?

139. CARL: Well, you know, butter has vitamin A in it/^{It has some} vitamin D, but a very small amount. Over the year, a pound of butter will average about nine thousand USP units of vitamin A.
140. MILES: But I've seen margarine with vitamin A in it, too.
141. CARL: Yes, you have. And I understand you're going to see lots more margarine with vitamin A. Under the new standards, if manufacturers add vitamin A to margarine, they must add nine thousand USP units to make it about the same as the average pound of butter.
142. MILES: Do you mean margarine doesn't naturally have any vitamin A in it?
143. CARL: Not when it's made from vegetable oils or fats. And if vitamin A is added, the label must tell you so. As a matter of fact, when these new Government standards go into effect this September, the labels will have to tell you lots of things . .
144. MILES: What, for instance?
145. CARL: They'll have to say what the margarine was made from, whether a preservative was used, and what it was, whether vitamin A was added (if it was), and whether it was artificially flavored or colored (if it was).

146. MILES: In other words, we can find out practically all we need to know about the margarine, just by reading the labels.
147. CARL: Just about. That's if the margarine was sold from one State to another. There's another check on the label, too.
148. MILES: What's that?
149. CARL: If the margarine is made from animal fat, it will have a statement on the package that the margarine was inspected and passed by the United States Department of Agriculture, if that margarine is made in one State and sold in another.
150. CARL: Then we really can find out the facts by reading the labels.
151. MILES: Right.
152. CARL: There's one other thing about margarine I'd like to mention.
153. MILES: What is that?
154. CARL: Laws. And taxes on margarine. In many States and local places there are laws and taxes on making and selling margarine. In one way or another, they raise the price to consumers, and protect the makers and sellers of butter.

156. MILES: But that doesn't sound . .

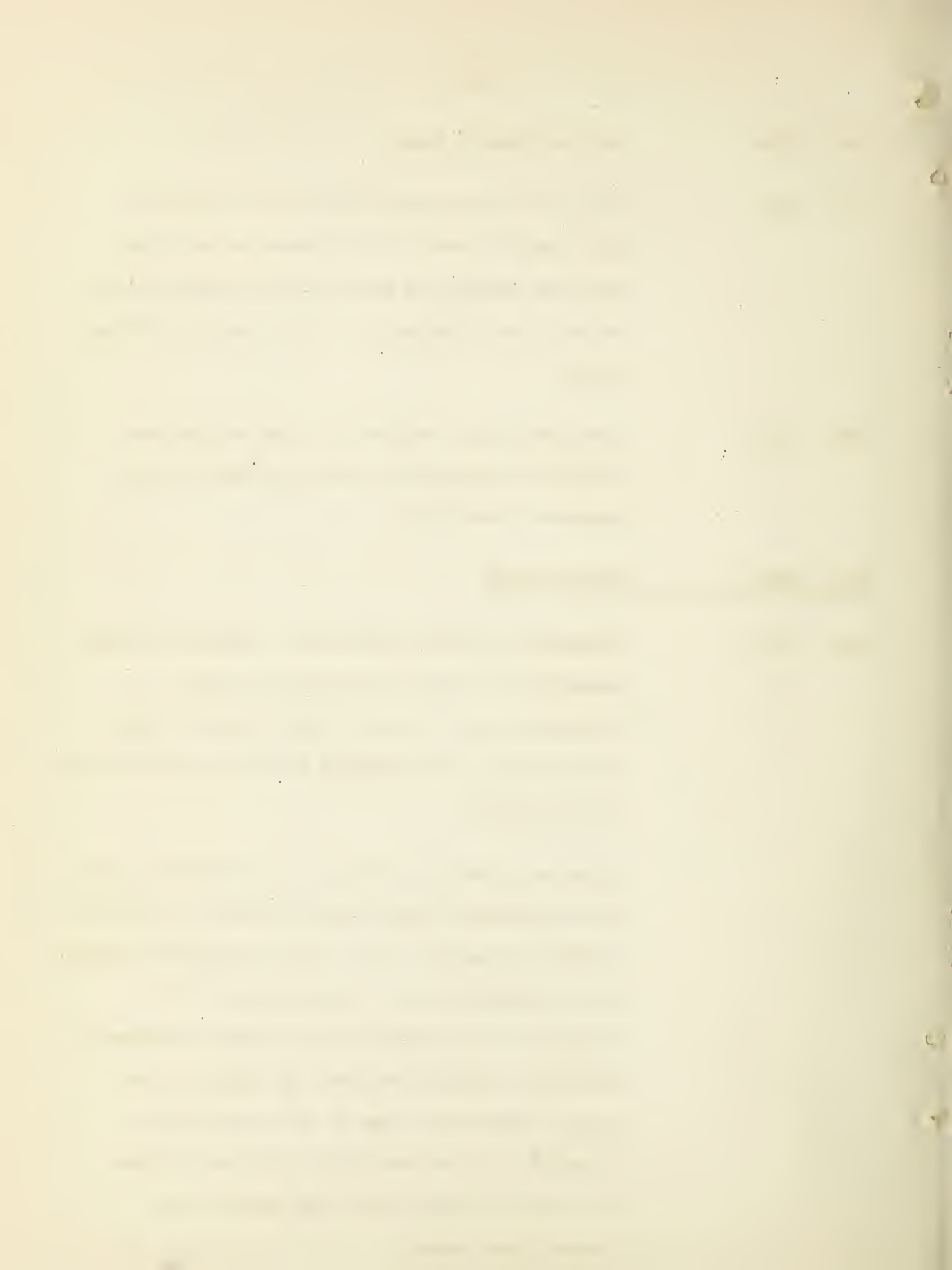
157. CARL: Well, one thing consumers can do is to find out what laws they have in their State, and why these laws were passed, and just what effect they do have on the price of margarine. It's a very interesting story.

158. MILES: Thank you, Carl. And now it's time to ring the chimes and announce this week's new name on our Consumers' Honor Roll.

159. SOUND: NOTE ON CHIME

160. NANCY: Tallahatchie County, Mississippi. Women in the home Demonstration Clubs in Tallahatchie County, Mississippi, go on the Honor Roll today for their project last year in learning how to buy men's shirts, shoes and hose.

Under the direction of the Home Demonstration Agent, these Mississippi women compared shirts of different quality for length of wear. They learned what phrases like 'preshrunk' mean . . and why it is more economical to buy shirts that are marked 'preshrunk'. Shoes were studied, both from the health and cost angle. Women's hose came in for a good share of attention. As one woman said, after the meetings were over, "It means cash in my pocket to have learned these facts."



NANCY: (CONTINUES) For carrying on a consumer education project that is helping them to become more intelligent consumers, these women in the Home Demonstration Clubs in Tallahatchie County, Mississippi, get Honor Roll mention today.

161. SOUND: NOTE ON CHIME.

162. MILES: Thank you, Nancy. And now there's just time to tell us what you have scheduled for next week's CONSUMER TIME.

163. CARL: New facts on wool labels.

164. NANCY: Facts about mayonnaise and salad dressing.

165. MILES: Good. New facts on wool labels and some news about mayonnaise and salad dressing for next week's CONSUMER TIME. All right, , tell us about today's free offer.

166. ANNOUNCER: This offer will appeal to everyone of you who has to face the job of doing the family laundry each week. It's Consumer Tips on how to make your laundering job a little easier. Nancy told you about some of those tips earlier in the program, and about a new recipe for starching clothes. We'll be happy to send a copy to anyone who wants one. It won't cost you anything more than just a penny post card.

167. CARL: Before you tell our listeners how to get this Consumer Tips card on laundering, , I'd like to mention a couple of things.
168. ANNOUNCER: All right.
169. CARL: These Consumer Tips Cards, as some of you know, are mighty handy little references to have around. Each week we offer one of them/sometimes two . . to listeners who write in and ask for them. They're three by five inches in size, which is just right to fit into your household file. And then all you have to do is to look in your file and there are the suggestions we have made about how to do something . . or how to buy a certain article. Another thing is this . . many of our listeners carry these cards right along with them when they go shopping. They're small enough to put in your purse, and then you have the buying hints right at hand when you're in the store. All right, , tell our listeners how they can get copies of Consumer Tips.

170. ANNOUNCER:

Here it is. Just address that penny post card to Consumers' Counsel, Department of Agriculture, Washington, D. C. Put your name and address on it, and the call letters of the station over which you heard this program. Ask for Consumer Tips on Laundering Hints.

May I repeat that address for you . . just in case you didn't get it. Consumers' Counsel, Department of Agriculture, Washington, D. C. A penny postal is all you need, remember, with your name and address and the call letters of the station over which you heard this program. Ask for your free copy of Consumer Tips on Laundering Hints. That's all.

Next week, CONSUMER TIME will again be presented by your Consumers' Counsel in the Department of Agriculture, in cooperation with Defense and Non-Defense Agencies of the United States Government working for consumers.

Heard on today's program were Nell Fleming, Nancy Ordway, Frances Adams, Carl Hanson, and Cy Briggs.

CONSUMER TIME has been presented as a Public Service by NBC and the independent radio station associated with the Red Network of the National Broadcasting Company.

